

Strategy 10: Collaborate with state and community based organizations to provide outreach, education and guidance on nutrition and prevention of childhood obesity to service providers and parents who work with children birth through age five.

Childhood obesity has become an epidemic in Arizona. Currently, one in five children is overweight or at risk of becoming overweight. In the United States, the prevalence of childhood obesity tripled between 1980 and 2000. Every day, more than 13 million preschool age (3 to 5 years) children are in child care settings. With regard to nutrition, improvements in increasing the availability of fruits and vegetables, reducing the use of fried foods, sugar-sweetened beverages, and introducing overall nutrition policies will benefit children birth through age five.

- Arizona has the second highest rate of childhood obesity in the Nation.
- More than 1/3 of all children in AZ are obese.
- Hispanic and Native Americans make up the largest percent of the obese children in Arizona.
- Obesity in children is directly linked to many serious health problems, such as:
 - Type 2 Diabetes, Metabolic Syndrome, High Blood Pressure, Asthma and other respiratory problems, Sleep Disorders, Liver Disease, Heart Disease, Eating Disorders and Skin Infections.

Because of the widespread problem of childhood obesity, the Navajo/Apache Regional Partnership Council is particularly interested in ensuring that early care and education providers, as well as families, receive guidance around nutrition issues. This topic will be an area of emphasis for individuals working with early care providers and others who work with young children in the region. This strategy is a comprehensive approach to prevent childhood obesity by reaching children, parents, child care staff, and the community.

This strategy will not only improve access to health information for children and families, but will also provide much-needed support for early care and education providers. This strategy will aim to establish networks and partnerships with all community organizations serving children birth through age five, inclusive of Head Starts, school-based preschools, Title I Even Start programs, etc., to promote physical activity and obesity management through community outreach and education.

The Navajo/Apache Regional Partnership Council will entertain a variety of grant proposals that focus on: Healthy eating, healthy snacks*, cooking with children, fresh food production/gardening, the Food Pyramid, Food Groups, portion sizes for different-aged children, information and parental support for transitioning from breast-milk or formula to baby food, to toddler bite-sized foods, to table foods. Physical Education materials and equipment (balls, parachutes, bouncing, riding toys, tricycles, bicycles with training wheels, cones, hoops, jump ropes, etc.), along with a professional development component to train staff on the utilization of this equipment would also be an option, as well as implementation of program packages, like Safe Routes to School, and other related curricula, or programs.

- Programmatic elements will target children (music and movement to increase physical activity), staff (training to implement activities with children) and will include involvement and

education of parents.

- Music is an excellent way to engage both sides of the brain, which enhances a child's ability to learn all types of skills, because more neural-pathways are established and strengthenedⁱ.
- This strategy is a comprehensive approach to prevent childhood obesity by reaching children, child care staff, and the community.

The Navajo/Apache Regional Partnership Council is interested in seeing the approaches that will be proposed by potential grantees; within that framework, each potential grantee will be required to submit evidenced-based, research-proven approaches to meet the scope of this strategy. Priority will be given to potential grantees that have the existing organizational and personnel capacity to serve a large population of children.

Evidence: Promising Practice^{ii iii iv v}

The Navajo/Apache Regional Partnership Council will place priority on grantee applications that are based on collaborative relationships between existing regional agencies and organizations.

Lead Goal: FTF will coordinate and integrate with existing education and information systems to expand families' access to high quality, diverse and relevant information and resources to support their child's optimal development.

Key Measures:

1. Percentage of families with children birth through age five who report they are satisfied with the accessibility of information and resources on child development and health.
2. Percentage of families with children birth through age five who report they are competent and confident about their ability to support their child's safety, health, and well-being.

Target Population (Description of the population to reach):

- Children birth to age five and the programs and organizations serving them.

Proposed Service Numbers	SFY2010	SFY2011	SFY2012
	July 1, 2009 – June 30, 2010	July 1, 2010 – June 30, 2011	July 1, 2011 - June 30, 2012
	500 Families	600 Families	700 Families
			3-yr. total = 1800 Families

Performance Measures SFY 2010-2012

<ol style="list-style-type: none"> 1. Number of children enrolled in nutrition and recreation courses/ Proposed service number 2. Number of parents who report increase in physical activity six weeks after program participation 3. Number of programs/events held 4. Number of families that reported satisfaction with provided family support/strategic target 	
<p>How is this strategy building on the service network that currently exists:</p> <ul style="list-style-type: none"> • Apache County Public Health Department and Navajo County Public Health Department currently sponsor and organize Safe Route to School Events to promote walking or bike-riding to school. Regional Parks and Recreation Departments are becoming interested in offering a wider selection of programs targeted at toddlers and preschoolers and their families. Northland Therapy Services, Hummingbird Early intervention, the Children and Family Alliance are all agencies working with this population. 	
<p>What are the opportunities for collaboration and alignment:</p> <ul style="list-style-type: none"> • Music and Me (Infant and Toddler Mommy and Me Class), Eithne Stover, Music Therapist • City Parks and Recreational Departments; Head Start programs; public and private child care and preschool programs and centers 	
<p>SFY2010 Expenditure Plan for Proposed Strategy (How much of the total allocation will go to this strategy)</p>	
Population-based Allocation for proposed strategy	\$13,750
<p>Budget Justification:</p> <p>Based on a target population of 500 children, at a cost of \$25.00 per family; total estimated allocation of:</p> <p>\$12,500 per year for programmatic costs \$ 1,250 administrative costs</p> <p>*FTF will not fund the cost of food.</p> <p>It is expected that there will be several grant applicants for this strategy; however, there may only be one.</p>	

ⁱ *From Neurons to Neighborhoods: The Science of Early Childhood Development* (2000), eds. Jack P. Shonkoff and Deborah A. Phillips

ⁱⁱ The Centers for Disease Control is currently evaluating two programs that show promise to improve physical activity and nutrition and have helped children age five and younger to maintain healthy weight.

² Estimates are based on the NAP NACC program implemented in counties in Arizona and may be less for other program models.

ⁱⁱⁱ (2008) The American Foundation for Childhood Obesity. <http://www.amffco.com/?p=childhoodObesity>

^{iv} CDC: Overweight Prevalence. www.cdc.gov/nccdphp/dnpa/obesity/childhood/prevalence.htm

^v Journal of Physical Education, Recreation & Dance (JOPERD), v79 n6 p19-23 Aug 2008